DOCUMENT RESUME

ED 328 346 PS 019 296

AUTHOR	Cohen, Nancy, Ed.
TITLE	Highlights of the National Family Day Care Project.
INSTITUTION	National Council of Jewish Women, New York, N.Y.
PUB DATE	90
NOTE	20p.
AVAILABLE FROM	National Council of Jewish Women, Center for the Child, 53 West 23rd Street, New York, NY 10010 (single copy free; additional copies $1.00 each).
PUB TYPE	Reports - Descriptive (141)
EDRS PRICE	MF01 Plus Postage. PC Not Available from EDRS.
DESCRIPTORS	Advocacy; Child Caregivers; Community Zoning; *Early Childhood Education; *Family Day Care; *National Programs; Profiles; Program Descriptions; Volunteers
IDENTIFIERS	*National Family Day Care Project

ABSTRACT

The National Council of Jewish Women's National Family Day Care Project (NFDCP) is a 3-year initiative which is intended to pioneer effective roles for community groups in increasing the quality, supply, and visibility of family day care. This publication provides: (1) a statement on the importance of the NFDCP by Edward Zigler; (2) a paper called "Facts about Volunteers" by Lynn Lyss; (3) an annotated directory of NFDC projects; and (4) an NFDCP publications order form. The directory is organized in terms of the strategies used by projects in regard to provider recruitment and orientation, resources for providers, zoning advocacy, and education campaigns. (RH)

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HIGHLIGHTS OF

The National Family Day Care Project

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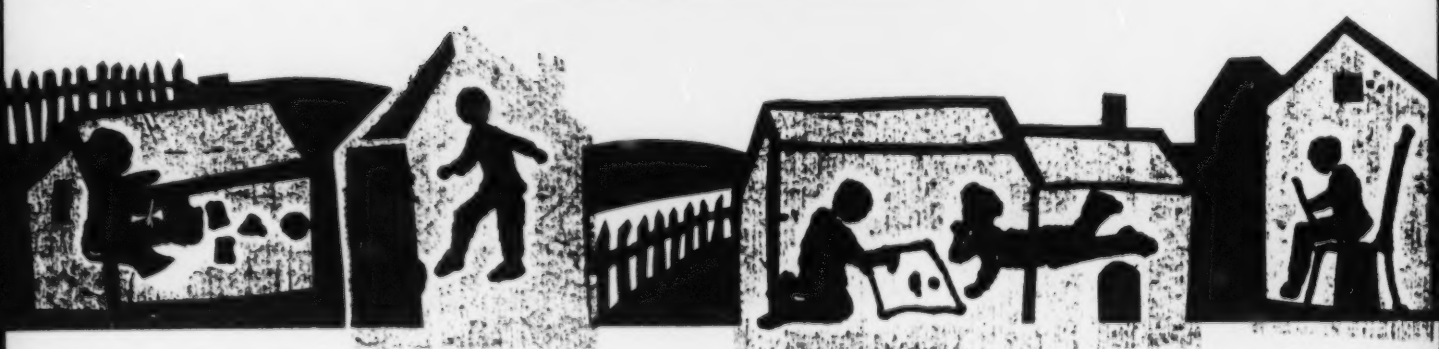

Highlights of the NCJW National Family Day Care Project

April, 1990

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HIGHLIGHTS OF THE NCJW NATIONAL FAMILY DAY CARE PROJECT

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THE IMPORTANCE OF THE NATIONAL FAMILY DAY CARE PROJECT

by Edward Zigler, Director
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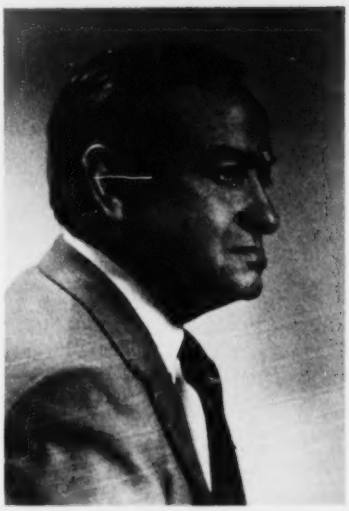
Yale University

The National Family Day Care Project (NFDCP) is one of the most important national developments we have seen in recent years. I say this for several reasons. First, the project is drawing attention to family day care and the needs of family day care providers. Family day care has been neglected in the policy and research arena. Family day care providers assume a huge share of the work in child care. Many of them provide good quality services in a warm, nurturing environment that is conducive to children's growth and development. However, they work long hours, they are often isolated from other adults, and most do not have access to the support, assistance, or training that they may need.

National Council of Jewish Women (NCJW) volunteers, through the NFDCP, have identified the needs of family day care providers in their communities and, in conjunction with others in the child care field, have initiated a variety of efforts to address these needs. These NCJW volunteer initiatives provide support to family day care providers and also help ensure positive experiences for children who are in their care.

Another reason for the significance of the NFDCP is that it is a volunteer initiative and as such, it highlights the value of volunteer organizations in efforts to expand community child care resources. Case studies of the local family day care initiatives are being conducted by the Yale Bush Center. This information about what has worked in the NFDCP will yield valuable ideas and materials which other volunteer and community groups may use.



Edward Zigler, Ph.D., Director
Bush Center in Child Development and Social Policy, Yale University

With limited public funds and ever-growing social needs, our nation is looking to the volunteer sector to work in partnership with government, the corporate sector, and foundations. The NFDCP embodies such partnerships, and serves as an example for other organizations to follow.

The National Family Day Care Project is a three-year initiative to pioneer effective roles for community groups in increasing the quality, supply, and visibility of family day care. Despite family day care's growing responsibility for nurturing our nation's youngest children, this form of child care has received little public attention or support from community organizations, government agencies, or the research community.

As part of the National Family Day Care Project, 29 local volunteer NCJW Sections (in 20 states) are implementing community service, education, and advocacy projects focusing on family day care. Each Section completed a survey in its community to help design an appropriate project and identify partners and advisors. In several communities, NCJW Sections have initiated more than one project. (All the local projects are described starting on page 6.)

The National Family Day Care Project is supported by a group of foundations and corporations, including the Smith Richardson Foundation, the Ford Foundation, the A.L. Mailman Family Foundation, Mervyn's/Dayton Hudson Corporation, Work/Family Directions, the Sara Lee Corporation, the Hasbro Children's Foundation, and the Partnership Group, Inc.

NCJW received a citation as part of the 1990 President's Volunteer Action Awards for the National Family Day Care Project's nationwide mobilization of volunteers.

FACTS ABOUT VOLUNTEERS

by Lynn Lyss, Chair
National Family Day Care Project

Most people do not realize just how essential volunteering is to the healthy functioning of our nation. Imagine a town or city with no PTA, United Way, or Red Cross, no auxiliary police or volunteer fire fighters, no Girl Scouts, Big Brothers, or Kiwanis Club, no League of Women Voters, Junior League, or National Council of Jewish Women, no synagogues or church boards, no professional associations or political clubs.

The value of volunteers as partners in community service, education, and advocacy projects is too often overlooked. I have spoken with agencies which were approached by volunteer organizations wanting to work on a project, but they did not know how to involve volunteers. What a wasted opportunity! Often, when volunteer groups feel that there are no partnership roles for them in one arena, they find another issue on which to focus.

Despite the importance of volunteers in America, certain myths persist about volunteers which often interfere with volunteer activities growing to their full potential. Following are several myths and realities about who volunteers are and what they do:

Lynn Lyss, Chair
National Family Day Care Project

MYTH #1 Most volunteers are women with time on their hands.

REALITY: Increasingly, women are volunteering in addition to having full- or part-time paid employment. According to a 1987 Gallup poll, working women actually demonstrate a higher rate of volunteer activity than women not in the labor force. Working women, however, volunteer for fewer hours and are likely to choose volunteer work which is time-limited and can be fit around their work schedules.

A small but significant number of women, meanwhile, still choose to be full-time professional volunteers. Devoting their energies to volunteering on a full-time basis enables them to become experts on the issues to which they are deeply committed.

Men are volunteers too. According to the Gallup poll, 44% of all men volunteer in some way (as compared to 47% of all women). In fact, volunteer work has never been the sole province of women. Men have always held unpaid public service positions and have been civically and politically involved in their communities.

MYTH #2: Volunteers just do "charity" work.

REALITY: Volunteers have a tradition of pioneering social change. Volunteer groups have played significant roles in all of the major social change movements in this country, including the abolition, civil rights, and women's movements.

Volunteer organizations act as community brokers; they are in unique positions to develop community partnerships. Their affiliation with ethnic and religious groups, business groups, social clubs, and government agencies, as well as their relatively neutral identities, helps them effectively draw together community interests around particular issues.

Volunteers play important roles in initiating community development and social change. These roles include:

- **Education.** Volunteers are experts at social change because they are able to identify and draw public attention to societal problems and unmet community needs. A notable example of this is *Windows on Day Care*, a national study of child care published by the National Council of Jewish Women in 1972. *Windows on Day Care* was one of the first reports to draw national attention to the shortcomings of the child care system in the United States. The problems NCJW identified 17 years ago continue to be recognized today as issues of national concern.

- **Community Service.** Relatively free of business and government constraints, volunteer organizations can risk supporting new and controversial programs. Many of the most innovative social services have been initiated by volunteers working in conjunction with social service agencies. For instance, the Association of Junior Leagues and NCJW played key roles in passage of the Juvenile Justice and Delinquency Prevention Act of 1974, as well as the legislation requiring citizen foster care review boards.

- **Advocacy.** Volunteers' lack of self-interest often makes them credible advocates; they are seen as having no vested interests. For example, volunteer community organizing and advocacy have played a major role in promoting national child care legislation. Volunteers have consistently worked to make legislation address children's and families' needs. Volunteers' advocacy efforts have been particularly effective because, unlike paid child care professionals, volunteers are not perceived as advancing their own interests.

MYTH #3: Volunteers are cheap labor. Federal and state social service spending can be reduced by replacing paid professionals with volunteers.

REALITY: Volunteer labor is an effective resource only when there is a strong infrastructure of paid professionals to support its development. A recent study conducted by the American Red Cross, *Volunteer 2000*, found that the effective use of volunteer services required financial support. Agencies using volunteers have to provide services such as placement and supervision, pleasant work space, telephones and typewriters, as well as development incentives such as training and career planning. However, the support is well worth the investment. NCJW estimates that every dollar invested in technical assistance to volunteers generates four dollars in community services and resources.

The role of volunteers is not to supplant paid professionals, but rather to supplement their work. For example, Court Appointed Special Advocates (CASAs) are trained volunteers who promote children's well-being in child abuse and neglect cases. By focusing only on the children, CASAs extend the work of lawyers and case workers. CASAs research and evaluate the circumstances surrounding the case and recommend to the court which decisions are in the children's best interest.

While volunteer organizations can provide leadership and other resources to address community needs, solutions will only be found through coordinated public-private initiatives, including federal, state and local government, social service organizations, advocacy groups, the business sector, and funders.

For a fact sheet with this information, or for other NCJW fact sheets, use the order form on page 19.

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STRATEGY: PROVIDER RECRUITMENT AND ORIENTATION

Goal: Recruitment, orientation, and retention of family day care providers to increase the supply of quality, regulated family day care.

Types of activities include:

- Recruiting providers into the regulated system -- both unregulated providers and those new to the profession.
- Running orientation sessions for unregulated providers and potential new providers and assisting them with the regulation process.
- Advocating for improvements in regulatory procedures and standards.
- Connecting providers with start-up and on-going training.
- Starting a network of center-sponsored family day care homes.

CHICAGO, ILLINOIS

Goal: Building Community Partnerships

The NCJW Chicago Section organized a coalition of public and private sector organizations in November 1988 to increase the supply and quality of family day care in the city. The coalition includes the recently selected state resource and referral agency, the Coalition of Labor Union Women, corporations, the University of Illinois, the Jewish Children's Bureau, the government licensing agency, and a public relations firm. NCJW chairs this coalition. Many supporting organizations which currently cannot commit themselves to the coalition receive minutes and give input.

In May 1989, the coalition sponsored a community symposium to publicize NCJW's findings concerning the local need for family day care, and to encourage action on the issue. Over 100 people attended the symposium and the media covered the event extensively.

A month later the coalition held strategy development meetings for social service and government agencies, the business sector, and funding organizations. The meetings were successful in generating interest and support for a city-wide family day care recruitment campaign.

Currently, the coalition is developing a comprehensive plan to recruit and train 500 new family day care providers in the Chicago area by Fall 1991. NCJW continues to chair the coalition. This project is being coordinated with the state's recently formed resource and referral system. According to **Mary Goodman**, NCJW's Coordinator, "NCJW has identified the basic issues and created a forum in which a variety of community interests can work together in a productive partnership."

Speaker at the NCJW Chicago Section's Community Symposium on Family Day Care.

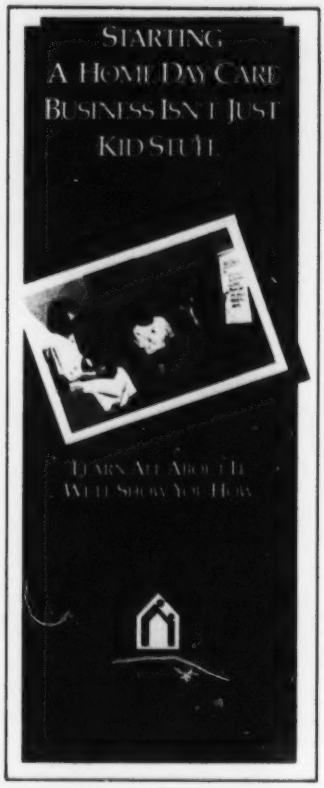
CLEVELAND, OHIO

Goal: Coordinating Outreach to Potential Providers

The NCJW Cleveland Section distributed thousands of posters, flyers, and brochures in its community in June 1989 as part of a family day care provider recruitment campaign. The campaign, which is entitled "Starting a Home Day Care Business Isn't Just Kid Stuff," is sponsored by a public-private partnership, the Child Day Care Planning Project of Cuyahoga County.

The campaign's goal is to recruit providers and to link them to quality day care centers and agencies, which assist and support them in all aspects of running family day care businesses and caring for children. As of January 1990, the recruitment literature had generated over 400 responses. **Janet Bernon** is NCJW's Coordinator.

The recruitment campaign's posters, flyers and brochures are available for other campaigns. Contact Janet Bernon at (216) 781-2944 for ordering information.



Brochure from the NCJW Cleveland Section's recruitment campaign.

HOUSTON, TEXAS

Goal: Recruiting and Orienting Providers

The NCJW Greater Houston Section is working with their local resource and referral agency (Initiatives for Children) on a project to recruit and orient family day care providers. Between September 1989 and February 1990 the project's publicity (described below) generated 167 responses; a total of thirty-three potential providers attended eight orientation sessions run by trained NCJW volunteers; and 27 providers became registered with the state (opening up an estimated 129 new child care spaces). The recruitment campaign will easily meet its goal of 40 new registered providers by May 1990. The newly registered providers are offered training on health and safety, child development and guidance, nutrition, and business management through Mervyn's "Family to Family" project.

The project is utilizing a variety of outreach tools to identify potential providers. In addition to advertisements in local newspapers, volunteers contacted over 200 community groups -- churches, synagogues, civic and business groups, women's organizations, and pediatricians' offices -- to enlist their assistance in posting flyers and publicizing the recruitment campaign in bulletins.

NCJW volunteers have also helped keep the resource and referral agency's family day care listings up to date, making hundreds of telephone calls to registered providers to check on vacancies. **Jeanne Saletan** is NCJW's Coordinator. (See also Houston's entry on page 16.)

LOUISVILLE, KENTUCKY

Goals: Identifying Unregulated Providers and Advocating for Improvements in State Regulations

The NCJW Louisville Section worked with its local resource and referral agency (Community Coordinated Child Care -- 4C's), to identify over 75 unregulated providers, most of whom were from low- and middle-income neighborhoods. Volunteers followed up newspaper and community bulletin board advertisements and then worked from the phone numbers to find addresses. The resource and referral agency invited these unregulated providers to their second annual family day care conference and offered sessions on how to start a regulated family day care home and on what training is available in the community. About 10 of the 75 providers NCJW identified attended the training, a high rate of attendance for providers with little or no contact with the regulated system. These unregulated providers will be kept on the resource and referral agency's mailing list and encouraged to become regulated. **Sharon Kleiman** was NCJW's Coordinator for this part of the project.

Working with the resource and referral agency at the state level, NCJW is advocating to establish mandatory registration for family day care providers caring for four to six children. Currently, providers with four to six children are required to become licensed. Licensing includes excessive regulations for homes of that size and, as a result, Kentucky has the smallest number of regulated family day care homes of any state in the U.S. The mandatory registration system would reduce some of the excessive requirements of the existing licensing system. Additionally, NCJW is a key member of the Committee established by Metro United Way to help address Louisville's child care needs. **Carolyn Balleisen** is NCJW's Coordinator for this part of the project.

ST. PAUL, MINNESOTA

Goal: Starting a Center-Sponsored Network of Family Day Care Homes

The NCJW St. Paul Section is working with its local Jewish Community Center's child care center to create a network of family day care homes serving infants. The goal is to open six to ten family day care homes serving between 18 and 30 infants. The infant network project has received $14,000 in start-up funding from the St. Paul Foundation, the F.R. Bigelow Foundation, the City of St. Paul Child Care Partnership Program, and the NCJW St. Paul Section. The Jewish Community Center's Early Childhood Department will supervise the infant network, with on-going volunteer support from NCJW. The project's start-up date was March 1, 1990.

WORCESTER, MASSACHUSETTS

Goal: Producing a Recruitment and Orientation Videotape

The NCJW Worcester Section produced a 10-minute recruitment and orientation videotape with its local resource and referral agency (Child Care Connection) to introduce potential providers to the realities of being family day care providers and to the available community supports. Twelve resource and referral agencies across the state use the videotape regularly when orienting and training new providers. The resource and referral agencies also use the videotape to illustrate to employers what family day care is. **Harriet Goff** is NCJW's Coordinator. (See also Worcester's entry under on page 14.)

For information on ordering copies of the videotape contact: NCJW, 633 Salisbury Street, Worcester, MA 01609.

STRATEGY: RESOURCES FOR PROVIDERS

Goal: Developing resources to help providers deliver quality care, run a small business, and avoid "burn-out."

Types of activities include:

- Establishing small-grants programs to assist low-income providers with the costs of start-up, regulation, and improving quality.
- Creating resource rooms and vans to offer providers educational materials and training.
- Organizing training for providers on health and safety, running a small business, stress management, and child development.
- Producing directories of services for family day care providers.
- Organizing family day care provider recognition events.

ANNAPOLIS, MARYLAND

Goal: Developing a Small-Grants Program for Providers.

The NCJW Annapolis Section is designing a program to distribute small grants to low-income family day care providers. The funds will assist providers with the costs of setting up their homes to care for children, becoming regulated, and/or improving the quality of their homes and programs.

NCJW is working with an Advisory Committee, including the county's family day care association, county child care coordinator, Office of Child Care Licensing and Regulation, Women's Center, Women's Legislative Coalition's Child Care Committee, and community college's family child care education program. NCJW will host a benefit in Spring 1990 to raise start-up funds for the small-grants program. **Nancy Libson** is NCJW's Coordinator.

CINCINNATI, OHIO

Goal: Supporting a Family Day Care Track at the State-Wide Child Care Conference

NCJW Cincinnati Section is assisting the state Association for the Education for Young Children (AEYC) with the family day care track at its annual state-wide conference. This is the first year the AEYC is offering a special family day care track. NCJW will pay $20 of the $40 registration fee for all family day care providers attending the conference, thus reducing a major barrier to provider attendance. As of March 1990, over 80 providers had contacted NCJW to register for the conference, an extremely high response rate.

NCJW will hold a social networking reception for providers at the conference and is collecting door prizes. The prizes are from a "wish list" of items submitted by family day care providers, including a week of maid service and movie passes. Additionally, NCJW will offer a workshop on the National Family Day Care Project.

NCJW works with an Advisory Committee of local child care professionals and other public sector organizations. NCJW and its Advisory Committee will co-sponsor a booth at the AEYC Conference with materials for family day care providers.

Next fall, the Cincinnati Section plans to start a mobile resource van service to bring materials and training to providers. **Penny Pensak** is NCJW's Coordinator.

BALTIMORE, MARYLAND

Goal: Assisting Providers Through the Licensing Process

In August 1988, the NCJW Baltimore Section and the Junior League of Baltimore launched the Side by Side Child Care Coalition, a partnership of women's volunteer groups and child care advocates. Side by Side is working to increase the supply of quality family day care in Baltimore City and Baltimore County for infants, toddlers, and pre-school children. Side by Side partners include: NCJW, the Junior League, the League of Women Voters, Alpha Kappa Alpha -- Epsilon Omega Chapter, the American Association of University Women, the statewide resource and referral agency (Maryland Committee for Children), the Office of Child Care Licensing and Regulation, the Mayor's Office for Children and Youth, the Baltimore County Office for Children, and the Maryland State Family Day Care Association.

Side by Side's project includes a mentoring component and a resource incentive component. For the mentoring component, mentors from the volunteer organizations directly assist and support potential providers going through licensing procedures and setting up their homes. The resource incentive component, meanwhile, offers providers the equipment needed to meet state licensing regulations and to operate a quality program. Each resource packet offers providers a "shopping list" of items from which they can choose what they need.

To participate in Side by Side's program, providers must sign an agreement to make a child care spot available to at least one infant and/or one child subsidized by the state's "purchase of care" program, and to remain in business for at least one year. The statewide resource and referral agency is working with Side by Side to evaluate the effectiveness of the program.

United Way of Central Maryland has awarded Side by Side a Community Problem Solving Venture grant of $36,000 (over two years). This grant matches the funds which the Junior League and NCJW have committed to the project over that same period. Side by Side will use the combined funds to open 80 licensed family day care homes over two years, making available at least 240 child care spaces. Each provider will receive approximately $500 in tangible goods -- health and safety equipment, educational toys, and equipment to care for infants. The remainder of the funds will pay for procedures necessary for licensing, such as fingerprinting and physicals.

Based on Side by Side's efforts, the statewide resource and referral agency has identified two state legislators to sponsor a bill asking for $200,000 to start a similar state-sponsored project, with the goal of assisting over 400 providers and opening approximately 2,000 child care spaces (including at least 800 for infants.) **Barbara Einhorn** is NCJW's Coordinator.

FIVE TOWNS, LONG ISLAND, NEW YORK

Goal: Training Family Day Care Providers

The NCJW Peninsula Section (Five Towns, Long Island) worked with the local social service organization (Five Towns Community Council) to offer training to providers in health and safety, child development and the educational value of children's play, and communicating with parents. Thirteen providers attended the series of four workshops, a very good turnout for the area.

Nine of the providers also came to an extra session on how to run a family day care business. A sixth meeting was offered for parents on how to seek quality child care and several families attended. NCJW is considering sponsoring the provider training series again next year. NCJW's Coordinator is **Barbara Yaspan**.

KANSAS CITY, MISSOURI AND KANSAS

Goal: Producing a Directory of Services Available to Providers

The NCJW Greater Kansas City Section is producing a directory of support services available to potential and current providers. The Section is designing the directory for use by providers, as well as by the agencies which work with them. The directory will be distributed as a companion piece to a handbook on how to start up a family day care home which was recently developed by a local resource and referral agency (Heart of America Family Services).

The directory will supply information on:

- Things to Do in the Community With Children
- The Child Care Food Program
- Home Safety and Hygiene
- Emergency Services (hotlines, hospitals, and child abuse and neglect)
- Caring for Children with Special Needs
- Starting and Marketing Your Business
- Licensing and Registration
- Zoning
- Associations and Networking Opportunities
- Professional Growth and Training
- Things Parents May Need to Know (children's health and developmental concerns; food, clothing, and shelter; school-age programs; parent support organizations; substitute care and care for mildly ill children).

The directory will be reviewed before publication by a group of family day care providers and a group of agencies which work with providers.

NCJW developed the directory with the assistance of an Advisory Committee, which includes provider associations, resource and referral agencies, regional licensors, the university early childhood education department, the YWCA, the Department of Labor's Women's Bureau, the United Way, Child Care Food Program sponsors, health departments, school districts, Schools of the 21st Century, local foundations, and various other local agencies offering services to providers.

Grants totaling $5,500 have been obtained from a local foundation and U.S. Toys and Constructive Playthings to print and distribute 10,000 directories in the Greater Kansas City five-county area. **Cathy Boyer-Shesol** and **Trudi Galblum** are NCJW's Co-Coordinators.

For information on ordering copies of the resource directory contact: NCJW, 2310 W. 75th St., Shawnee Mission, KS 66208, 913-677-0747.

MIAMI, FLORIDA

Goals: Developing a Mobile Resource Unit and Developing a Newsletter for Providers

The NCJW Greater Miami Section is working with the Kiwanis Clubs of Dade County, the Junior League of Miami, and the Metro Dade County Human Resources Department, to sponsor a mobile resource unit for family day care providers. Thus far, over $65,000 has been raised in grants and in-kind services.

The Kiwanis Clubs are furnishing the van; the Department of Human Resources is contributing a full-time early childhood specialist with experience working with family day care providers, as well as a driver; and NCJW and the Junior League are outfitting the van with educational toys and materials. Providers will be able to keep toys and materials of their choice, to supplement their existing resources.

The resource unit will visit three to four homes a day, and over 100 licensed family day care homes each year. The service is designed to relieve providers' isolation and serve as an incentive for providers to become licensed.

NCJW is also working as part of the Child Care Sub-Committee of the Dade Council's Constituency for Children to sponsor a newsletter, *Connections*, for family day care providers. The newsletter will be sent to hundreds of licensed and registered providers in Dade County. The Metro Dade Law Enforcement Trust Fund (an agency which distributes recovered "drug money") has granted $5,000 to support the first year of publication and distribution. **Nan Rich** is NCJW's Coordinator.

PHOENIX, ARIZONA

Goals: Conducting Market Research Among Providers and Organizing a Training Session

The NCJW Valley Section (Phoenix) has been working with a local resource and referral agency, (the Association for Supportive Child Care) to increase their family day care provider membership. Members receive referrals, a newsletter, other publications, and have access to regular training, liability and medical insurance, and support groups.

NCJW sent out a questionnaire to 400 local providers to try to improve attendance at the resource and referral agency's training sessions. The questionnaire asked what kind of training providers would attend, as well as what day of the week, what time of the day, and what location were most convenient. Over 125 providers sent back the questionnaires.

In response to providers' overwhelming requests, NCJW organized a training session on dealing with stress and avoiding "burn-out." American West Airlines, which operates a network of family day care homes in Phoenix, co-sponsored the training and provided some financial support. Fourteen providers attended the training. The providers who attended rated the session highly.

For next year, NCJW is considering working with the resource and referral agency to sponsor other small-scale training sessions and working with American West Airlines on some facet of their family day care network. **Pnina Levine** and **Sondra Mesnik** are NCJW's Co-Coordinators.

OMAHA, NEBRASKA

Goal: Developing a Small-Grants Program for Providers

The NCJW Omaha Section started a small-grants program in conjunction with the state-wide family day care provider association (the Mid-West Child Care Association) to assist low-income providers who need funds to obtain or maintain their license. The program will award $3,000 in grants this year.

As of January 1990, NCJW awarded four grants to help providers pay for training, purchase equipment to care for infants, replace bookkeeping materials destroyed in a fire, and purchase a new sink and dishwasher to expand to a large family day care home. NCJW originally limited grants to $150, but has removed this cap because it found that covering only part of costs often does not help low-income providers. **Patricia Newman** is NCJW's Coordinator.

PORTLAND, OREGON

Goal: Developing a Resource Room for Providers

The NCJW Portland Section will open the "Child Care Providers' Resource Room" in May 1990 with materials for providers, including magazines, books, and handouts on running a small business, child development, nutrition, etc. Providers will be able to visit the room, or call in with their questions. All the regulated family day care providers in the area will be invited to the opening of the room, and given notepads printed with the resource room's phone number.

The room has also been used for provider training sessions by a resource and referral agency (Provider Resource Organization -- PRO), and will continued to be used for provider and parent training. **Alysia Duckler** and **Gayle Marger** are NCJW's Co-Coordinators.

QUEENS, NEW YORK

Goal: Developing a Resource Room for A Network of Providers

The NCJW Queens Coordinating Council is setting up a resource room at the headquarters of a new center-sponsored family day care network. The resource room will serve this network's providers, as well as providers from other networks operating in the area. NCJW is also working with the local resource and referral agency (Child Care, Inc.) to explore opening the resource room to providers in the area who are not affiliated with networks.

NCJW volunteers from the six Sections in Queens (which make up the Queens Coordinating Council) will supply the resource room with educational toys and materials, catalogue them, and keep them in good repair. The resource room will be open to providers once a month, with two volunteers on hand to sign out materials. NCJW will open the room more often and at different times of the day, in response to provider demand. **Jeanne Jompole** is NCJW's Coordinator.

WORCESTER, MASSACHUSETTS

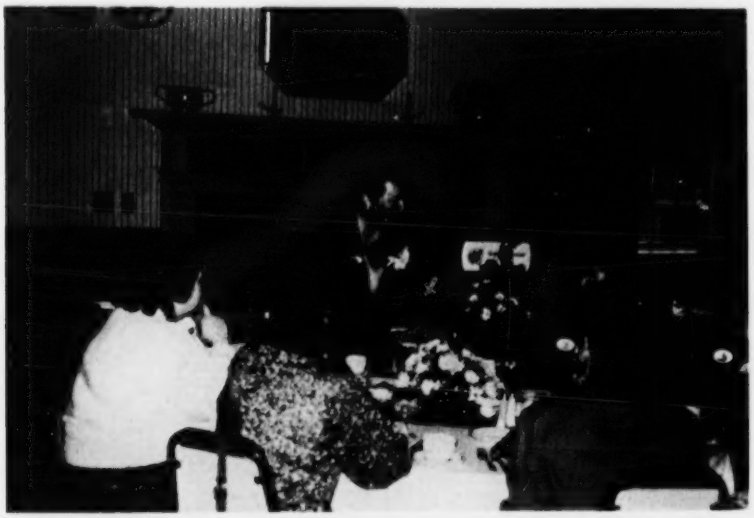
Goals: Developing a Small-Grants Program for Providers and Organizing a Family Day Care Recognition Dinner

The NCJW Worcester Section started an annual small-grants program in conjunction with the local resource and referral agency (Child Care Connection) and several family day care systems, to assist low-income providers with start-up costs. In its first year the program will grant up to $200 each to approximately 15 providers. NCJW plans to expand the program next year to serve more providers. **Carla Royak-Volturo** and **Debbie Feingold** are NCJW's Coordinators for this project.

The Worcester Section co-sponsored a family day care recognition dinner with the local resource and referral agency in April 1989 during the Week of the Young Child.

The dinner was free to 150 licensed providers and featured a keynote speech by a columnist from *The Boston Globe*, musical entertainment, a catered dinner, door prizes from local merchants, and presentation of the *Sharing Book for Family Day Care Providers*. The *Sharing Book*, developed by NCJW, consists of ideas from 100 local family day care providers regarding foods, activities, crafts, parent/provider relations, and business policies. **Harriet Goff** was NCJW's Coordinator for this project. (See also Worcester's entry on page 9.)

For information about ordering copies of the *Sharing Book* contact NCJW, 633 Salisbury Street, Worcester, MA 01609.



The NCJW Worcester Section's Family Day Care Provider Recognition Dinner.

STRATEGY: ZONING ADVOCACY

Goal: Advocate removal of serious barriers to the existence and expansion of family day care posed by restrictive zoning ordinances, deed restrictions, and procedures.

Types of activities include:

- Advocate modification of local and/or state zoning ordinances.
- Educating community leaders about the importance of family day care to families and the economy.
- Assisting family day care providers seeking conditional-use permits or waivers.

DETROIT, MICHIGAN

Goal: Advocating to Improve State Zoning Ordinances

The NCJW Detroit Section has been working with its local resource and referral agency (Community Coordinated Child Care -- 4C's) to advocate for a state law which would permit small family day care homes in residential zones in all cities in Michigan. (Small family day care homes are already allowed in all other municipalities.) NCJW is working with the resource and referral agency to organize a massive postcard mailing to state legislators to urge them to pass this legislation. The 1500 registered family day care providers in Oakland County will receive postcards for their parents/clients to send to their state legislators. Additionally, the 3000 members of NCJW Detroit Section will receive postcards to mail to their legislators. **Penny Blumenstein** is NCJW's Coordinator. (See also Detroit's entry on page 17.)

NASSAU COUNTY, NEW YORK

Goal: Researching Local Zoning Ordinances

The NCJW South Shore Section (Nassau County, Long Island) is working with the local resource and referral agency (the Day Care Council of Nassau County) to revise the local zoning ordinances in Nassau County, most of which restrict the operation of family day care homes. NCJW volunteers are researching exactly how the local zoning ordinances affect family day care in more than 50 municipalities. NCJW is using the Child Care Law Center's *Family Day Care Zoning Advocacy Guide* to direct their research. When the research is completed, the resource and referral agency plans to sponsor a county-wide conference on zoning and family day care, to present NCJW's findings and to organize a plan for action. **Ruth Keller** is NCJW's Coordinator.

ST. LOUIS, MISSOURI

Goal: Supporting Local and State-Wide Legislation

The NCJW St. Louis Section is working with the National Black Child Development Institute (NBCDI) -- St. Louis Affiliate, to support the family day care community as enforcement of zoning ordinances threatens the operation of family day care homes. Representatives from NCJW and NBCDI are serving on a special task force of the County Council, to examine the local zoning problems. NCJW and NBCDI continually write letters to local newspapers and key policy makers, and also testify at public hearings. NCJW and NBCDI are using the Child Care Law Center's *Family Day Care Zoning Advocacy Guide*.

In addition to their work at the local level, NCJW and NBCDI met with state representatives to encourage legislation at the state level which would make family day care a permitted use in all residential areas. Based on these discussions, a bill was introduced in the state legislature in January 1990.

The NCJW St. Louis Section is working with local family day care providers' associations to organize a fair for local families. In addition to providing entertainment, the event aims to raise parents' awareness about zoning problems faced by family day care. *Choosing Family Child Care: A Parent Handbook*, a publication of the NFDCP, will be distributed. (See page 19 for more information about *Choosing Family Child Care*.) Any proceeds from the event will be used to offset the legal fees incurred by providers as a result of zoning difficulties. **Judy Goodman** and **Judy Lipsitz** are NCJW's Co-Coordinators.

HOUSTON, TEXAS

Goal: Supporting State-Wide Legislation

In June 1989, the NCJW Greater Houston Section responded to forced closure of family day care homes in some deed restricted neighborhoods. (In the state of Texas, land use is governed by deed restrictions, not zoning ordinances.) NCJW presided at a strategy meeting that involved 50 threatened providers and the local resource and referral agency (Initiatives for Children). The following November, NCJW testified at a City Council meeting on family day care and deed restrictions, and the mayor appointed NCJW to serve on the Task Force to resolve the problem.

Since then the Task Force has drafted state legislation, with input from the Council of Homeowners Associations. The legislation will be presented at the next state legislative session in January 1991. In the meantime, NCJW is working with other members of the Task Force to secure endorsements from Houston City Council members, state legislators, and the Greater Houston Alliance for Better Child Care. NCJW was guided by advice from the Child Care Law Center, and by its *Family Day Care Zoning Advocacy Guide*. **Jeanne Saletan** is NCJW's Coordinator. (See also Houston's entry on page 8.)

BERGEN COUNTY, NJ

Goals: Educating Local Decision Makers and Supporting State-Wide Legislation

The NCJW Greater Teaneck Section (Bergen County) organized a committee of public, private, and volunteer organizations in Fall 1988 which examined the need for child care in Bergen County. The committee identified zoning restrictions as a major barrier to increasing the supply and quality of family day care. In Fall 1989 the committee became the Bergen County Family Day Care Coalition; it includes the Bergen County Child Care Coordinating Council, the state-run resource and referral agency (Bergen County Department of Human Services' Office for Children), Corporate Family Resources, the Girl Scout Council of Bergen County, the Health & Welfare Council of Bergen County, the League of Women Voters of Bergen County, the National Association of Negro Business and Professional Women, NCJW, Planned Parenthood, Programs for Parents, the Social Service Federation, and the United Way of Bergen County.

Using the Child Care Law Center's *Family Day Care Zoning Advocacy Guide*, the Coalition surveyed the zoning ordinances in five towns and cities in Bergen County and found a great need for advocacy in Hackensack. The Coalition organized an educational breakfast in January 1990 for Hackensack's planning board, zoning board, city council, and mayor to discuss family day care and zoning.

At the breakfast, members of the Coalition gave presentations demonstrating the value of family day care to Hackensack's families and economy, and describing how New Jersey localities with demographics similar to Hackensack's had adjusted their zoning ordinances to allow for the operation of family day care homes. The Hackensack officials attending the breakfast, meanwhile, educated the coalition about the local zoning process. The breakfast resulted in a blueprint for action to revise Hackensack's zoning ordinances.

The Coalition also organized extensive media coverage around the zoning issue. The *Bergen Record* wrote two in-depth articles and an editorial supporting the revision of zoning ordinances to allow for family day care. A newspaper in southern New Jersey reprinted one of the articles from the *Bergen Record*. Child care advocates in other municipalities in Bergen County have contacted the Coalition for assistance in campaigns to revise their zoning ordinances.

Additionally, NCJW is working at the state level for passage of a bill which would make small family day care homes a permitted activity in all residential zones throughout the state. NCJW is working closely with the state legislator who sponsored the bill and has set up a state-wide network of child care advocates to work to get the bill out of committee. The Child Care Law Center's guidance has been helpful in shaping the bill. **Fran Butensky**, **Selma Cheston**, and **Evelyn Siegel** are NCJW's Co-Coordinators.

For ordering information about the *Family Day Care Zoning Advocacy Guide*, contact the Child Care Law Center, 22 2nd Street, 5th Floor, San Francisco, CA 94105, (415) 405-5498.

STRATEGY: EDUCATION CAMPAIGNS

Goal: Education campaigns to assist parents in choosing quality care, to encourage policy makers to support family day care, and to raise the public's awareness about the value of family day care.

Types of activities include:
- Distributing parent handbooks on choosing quality family day care.
- Organizing community child care fairs to facilitate parents and providers meeting.
- Organizing legislative conferences on child care.

BROWARD COUNTY, FLORIDA

Goal: Helping Parents Locate Child Care

The NCJW University Section (Broward County) is working with their local resource and referral agency (the Child Care Connection) to sponsor a child care fair in April 1990, during the Week of the Young Child, for families in their community. Representatives from the family day care association, individual family day care homes, child care centers, and nursery schools have rented booths at nominal costs and will distribute information about their services. NCJW will distribute *Choosing Family Child Care: A Handbook for Parents*, a publication of the National Family Day Care Project. (See page 18 for more information.) NCJW raised funds to cover the costs of the fair through corporate sponsorship and by charging physicians specializing in children's medicine to rent booths. NCJW's Co-Coordinators are **Caryn Dubrow** and **Judi Wagner**.

DETROIT, MICHIGAN

Goal: Educating Parents About Choosing Family Child Care

The NCJW Detroit Section is working with the state resource and referral agency (Community Coordinated Child Care -- 4C's) to distribute *Choosing Family Child Care: A Handbook for Parents* throughout the state. 3000 copies will be printed and distributed by four local 4C's to parents inquiring about family day care. (Choosing Family Child Care is a publication of the National Family Day Care Project. See page 18 for further information.) **Penny Blumenstein** is NCJW's Coordinator. (See also Detroit's entry on page 15.)

COLUMBUS, OHIO

Goal: Organizing a Child Care Fair

The NCJW Columbus Section is working with their local resource and referral agency (Action for Children) and the Columbus Association for the Education of Young Children (AEYC) to sponsor a child care fair in April 1990, during the Week of the Young Child, for families in their community and the surrounding area. The fair will have booths at which agencies sponsoring family day care homes, individual family day care providers, child care centers, and in-home child care services will distribute information about their services. Additionally, the fair will include many workshops, including one for parents on how to choose family day care. **Judy Maybruck** and **Sandi Steiman** are NCJW's Coordinators.

EL PASO, TEXAS

Goal: Educating Parents About Choosing Child Care

The NCJW El Paso Section is working with the Texas Department of Human Services (DHS) and the YWCA to develop a consumer booklet in English and Spanish on choosing child care. The booklet will be distributed as part a pilot project sponsored by DHS and coordinated by the YWCA called Child Care Management Services, which will provide referrals to parents in the El Paso area. The booklet will also be distributed at child birth classes, obstetricians' and pediatricians' offices, maternity wards, malls, and libraries. NCJW and its partners have applied for funding to Levi Strauss and are investigating additional funding sources. **Lindsay Gronich** and **Vivienne Corn** are NCJW's Co-Coordinators.

PITTSBURGH, PENNSYLVANIA

Goal: Organizing a Child Care Conference for Legislators

The NCJW Pittsburgh Section worked with the League of Women Voters, the Junior League of Pittsburgh, Employers & Child Care (part of the Chamber of Commerce), the University of Pittsburgh's Office of Child Development, and United Way of Allegheny County to sponsor a child care conference, "Child Care: What's Missing? What's Needed?" in October 1989 for federal, state, and local legislators. There were nearly 100 attendees. A joint position paper and recommendations were presented for discussion. Dr. Jay Belsky, professor at Penn State University, gave the keynote address.

As follow-up to the conference, the original planning committee is meeting with a key state legislator to draw up needed child care legislation. The Pittsburgh City Council may also support a piece of child care legislation as a result of the conference. **Laurie Moser** is NCJW'S Coordinator.

FAIRFAX COUNTY, VIRGINIA

Goal: Organizing a Consumer Education Campaign for Parents

The NCJW Northern Virginia Section (Fairfax County) is running a consumer education campaign for parents in their community on how to choose family child care. NCJW is working with an Advisory Committee, which includes the local providers' association, the local resource and referral agency (Fairfax County Office for Children), the Association for the Education of Young Children, and the Annandale Christian Community for Action.

NCJW produced 5,000 copies of *Choosing Family Child Care: A Handbook for Parents*, and raised over $1,000 in contributions from local businesses to cover the costs. NCJW introduced the Handbook to the community at a consumer education forum in November 1989.

A variety of community agencies are helping NCJW distribute *Choosing Family Child Care*, including the Fairfax County Office for Children, Infant/Toddler Family Day Care of Northern Virginia, the Annandale Christian Community for Action, the library system, and NOVA Child Development Center. The resource and referral agency is distributing the Handbook to parents who call its office to find family day care. It is also, however, distributing *Choosing Family Child Care* to providers, for them to pass on to prospective parents, and for the providers themselves to read to understand better what parents look for in a quality family day care program. **Karen Gwynn** is NCJW's Coordinator.

Choosing Family Child Care was developed by the Northern Virginia Section and National Family Day Care Project staff as a resource for parents across the country. The Handbook is a 20-page illustrated guide which gives parents the information and confidence they need to identify quality family child care. It also offers suggestions to help parents and children adjust to the new child care situation and establish good relations with their caregivers. *Choosing Family Child Care* was written by Kathy Modigliani, Research Scientist at Bank Street College of Education, under a sub-contract to the NFDCP. **Patty Moskowitz** illustrated the Handbook and **Karen Gwynn** did the lay out; they are both volunteers from the NCJW Northern Virginia Section.

Single copies of *Choosing Family Child Care: A Handbook for Parents* are available from NCJW National Headquarters. The Handbook is also available in bulk, personalized with local information. (See page 19 for ordering information.)

PUBLICATIONS

THE NATIONAL FAMILY DAY CARE PROJECT

Please mark the number of each publication you are ordering.

___ **BROCHURE** (No charge.)
Brief overview of the National Family Day Care Project's strategies and sites.

___ **HIGHLIGHTS OF THE NATIONAL FAMILY DAY CARE PROJECT**
(No charge for single copies. Additional copies $1.00 each.)
20-page guide includes introduction by Dr. Edward Zigler, discussion of the myths and realities surrounding who volunteers are and what they do, and highlights from successful family day care projects in 20 states.

FACT SHEETS (No charge for single copies. Additional copies $.05 each.)
One-page *Fact Sheets* discuss the complicated issues around family day care. They present information in a myth and fact format, for reading ease, use in newsletters and presentations, and distribution to legislators, providers, etc.

___ **Facts About Family Day Care**
___ **Facts About Family Day Care Regulation**
___ **Facts About Employers and Child Care**
___ **Facts About Child Care**
___ **Facts About Volunteers**

___ **CHOOSING FAMILY CHILD CARE: A HANDBOOK FOR PARENTS**
(Non-Members: 1-24 copies $3.00 each; 25-99 copies $2.25 each; 100-499 copies $1.50 each; 500 or more copies $1.00 each. NCJW Members: any number of copies $1.00 each. Note: Orders over 2000 can be personalized, for an additional fee.)
20-page illustrated guide gives parents the information and confidence they need to identify high quality family child care. It also offers suggestions to help parents and children adjust to the new child care situation, and establish good relations with their provider.

___ **THE HARD QUESTIONS IN FAMILY DAY CARE: NATIONAL ISSUES AND EXEMPLARY PROGRAMS** ($25.00 each)
130-page report based on three-day round table sponsored by the National Family Day Care Project in cooperation with Yale University's Bush Center in Child Development and Social Policy. Includes discussion of promising practices, profiles of exemplary programs, and an annotated bibliography of resources. (Available 6/90)

___ **NCJW MEMBERSHIP** ($25.00)
Becoming a member of the National Council of Jewish Women helps to continue NCJW's century-long history of community service and advocacy to improve the well-being of children and families of all ethnic, economic, and religious backgrounds. Members receive National Family Day Care Project publications and the *NCJW Washington Newsletter,* a quarterly in-depth examination of social issues, with an emphasis on children's, and work and family concerns.

Name _____ Title _____

Organization _____

Address _____

Phone _____

Total amount enclosed: $_____ (prices include postage and handling)
Please make checks payable to: **NCJW Center for the Child.**
Mail to: NCJW Center for the Child, 53 West 23rd Street, New York, NY 10010, 212-645-4048.